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Secretary of State Alex Padilla Launches New Elections Chatbot

SACRAMENTO, CA – Secretary of State Alex Padilla announced the launch of *Sam*, an elections “Search Assistant Module.” This new artificial intelligence search assistant, or “chatbot,” will help voters easily navigate elections resources on the Secretary of State’s election website pages. The chatbot includes information on the upcoming November 3, 2020 General Election, so that Californians can get their elections questions answered quickly and cast their votes with ease.

You can use the new elections chatbot at vote.ca.gov or sos.ca.gov/elections.

“*Sam*, our new elections chatbot, will direct voters to the resources they need to register and cast their ballots with confidence,” Secretary of State Alex Padilla said. “With changes to our elections due to the COVID-19 pandemic, it is especially important that we quickly and effectively provide voters with the information they need to participate. *Sam* does just that by instantly answering voters’ questions — no phone calls or emails necessary. The Secretary of State’s office is offering more online tools for voters than ever before. *Sam* will help them navigate our website and find the tools they need. I thank our Elections and IT divisions for all their hard work to bring this innovative new tool to California voters in time for this election.”

Voters can ask the chatbot questions like “How do I register to vote?” and they will be linked to RegisterToVote.ca.gov, where they can then go to register to vote online. *Sam* responds best to short questions or keywords.

The California Secretary of State was the first state-level Department or Agency to use Microsoft’s Artificial Intelligence and bot services with the launch of the [Eureka](#) business programs chatbot in 2018 to modernize and create efficiencies when providing services to customers.

Other Resources

- Visit WheresMyBallot.sos.ca.gov to sign-up to track and receive updates on your vote-by-mail ballot.
- Visit RegisterToVote.ca.gov to register to vote or update your voter registration.
- Visit VoterStatus.sos.ca.gov to check your registration status.

- Visit PollWorker.sos.ca.gov to sign-up to be an elections poll worker.

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